

WHITE FLINT DOWNTOWN ADVISORY COMMITTEE

February 10, 2015

Location: Bethesda North Conference Center, Cabin John Board Room

Present: Ken Hartman, Cliff Cohen, Francine Waters, Brian Downie, Tom Murphy, Bernie Meyers, Paul Meyer, Peggy Schwartz, Tara Flynn, Andy Shulman, Bob Daley, Cindy Gibson

Visitors: Anne Root (MCDOT), Nkosi Yearwood(Planning),Darcy Buckley(CE), Ginanne Italiano (BCC Chamber), Aaron Kraut (BethesdaNow.com), Mary Wood (Crest of Wickford), Amy Ginsburg (FOWF), Bev Haller (RSC)

8:05 am – The WFDAC meeting was called to order by Cliff Cohen, Chair.

MOTION: A motion was made and seconded to approve the December 2014 meeting summary. The motion passed.

CHAIR'S REMARKS

Cliff Cohen, Chair, welcomed Amy Ginsburg, the new Executive Director, Friends of White Flint. Cliff also discussed the January meeting with the County Executive, in which he gave an update of Committee 2014 accomplishments and its goals for the coming year. These included a streetscape plan (WFDAC's has filed a TAP application); the forthcoming OLO report to be used as a basis for moving discussion forward on the creation and implementation of an Urban District/BID for the White Flint Sector; and a potential WFDAC promotional event to come sometime this fall.

PRESENTATION: MONTGOMERY COUNTY BIKESHARE PROGRAM

Anne Root, MCDOT, presented information about the 51 station county Bikeshare program. Users can purchase an annual pass for \$75 which is recovering approximately 49% of the cost. There has been no study yet in the Pike District to determine when stations could be added in the area, although four (4) properties (Pike & Rose with 3 sites, No Be II, the East Village at North Bethesda Gateway, & The Gables) have all promised space for future stations. A minimum of 2-5 stations are needed to expand into a new area and funding has not been discussed. The cost of a 15 dock station is \$55K, with an annual maintenance cost of \$22K/year.

UDATES: Updates were provided to the committee by:

Ken Hartman (RSC): Noted that work continues with Federal Realty & Ruppert Landscaping to install plantings around Pike & Rose & the White Flint metro in April; the lack of snow removal near the White Flint metro stop will be addressed; the condo and apartment directory will soon be added to the web site. Discussion of the Tapestry Segmentation Area Profile, which specifies Pike District demographics, followed.

Peggy Schwartz (North Bethesda TMD): Announced 'Bike to Work Day' will meet at the NRC Plaza on 5-15-15.

Nkosi Yearwood (Planning): 1st Quarter site plan reviews include The Gables, the Conference Center, Executive Boulevard, the East Village, & Hillary Way.

Darcy Buckley (CE): Announced a public hearing regarding the request to move the CIP Western Workaround budget (\$9.4m) from FY17 to FY16.

COMMITTEE UPDATES:

- Safety & Security – Paul Meyer announced that the next meeting will be held on Thursday, 2-19-15, at 9:00.
- Marketing / Communication – Tom Murphy noted that planning will begin for a promotional event to be held this fall.
- Strategic Planning – Cliff Cohen & committee are waiting for the OLO report, which is expected to be released by the end of February.

NEW BUSINESS

Francine Waters announced that Claire Schaefer Oleksiak, Mt Vernon Triangle Community Improvement District, will discuss BID options at the next meeting.

Andy Shulman discussed cross marketing opportunities with the BCC Chamber, including "The Big Event" on 4-22-15 at Pike & Rose.

Cindy Gibson described the Berliner "Sidewalk Bill"; future meetings regarding interim Wall Park ideas; & a public event scheduled for 3-7-17 with Mr. Berliner and the Parks Department.

Ginanne Italiano announced that a BCC Chamber Young Professional meeting is scheduled for 2-26-15 at Timpano.

9:15 MOTION: A motion was made & seconded to adjourn. The motion passed.

